

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS  
COVERING THE PERIOD FROM : AUGUST 1, 2014 TO JULY 31, 2015**

FOR

**WRCO AM & FM RADIO**  
1900 Highway 14 East  
Richland Center WI 53581  
608-647-2111

Full-Time Job Vacancy Information

<b>Full-time Positions Filled</b>	<b>Total Number of Interviewees from All Recruitment Sources</b>	<b>Recruitment Source of Hire</b>
Sales Representative	9	WRCO Radio Commercial
Sales Representative	20	WRCO Website

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**Recruitment Source Information**

List of All Recruitment Sources Maintained During Reporting Period:

<b>FIRST</b>	<b>LAST</b>	<b>ORGANIZATION</b>	<b>ADDRESS</b>	<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>
Kathy	Witzig	SW Wisconsin Tech Coll/Women's Res.	1800 Bronson Blvd.	Fennimore	WI	53809
Joe	Deschler	Radio1 Broadcast School	700 3rd Street N LL- 7	La Crosse	WI	54601
Karla	Stanek	University of La Crosse	1725 State Street Placement & Career Advising	La Crosse	WI	54601
Karol	Parr	Western Wisconsin Community College- Employment Services	304 Sixth Street, North	La Crosse	WI	54601
Bob	Kramer	University of Wisconsin, La Crosse - Career Services Office	1725 State Street	La Crosse	WI	54601

<b>FIRST</b>	<b>LAST</b>	<b>ORGANIZATION</b>	<b>ADDRESS</b>	<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>
Dominique	Davis	Wisconsin Women of Color Network	PO Box 2337	Madison	WI	53701
Dena	Constantineau	Madison Area Technical College	3550 Anderson Street, Room 159AA	Madison	WI	53704
Career	Coordinator	Edgewood College - Careers	1000 Edgewood College Drive	Madison	WI	53711
Susan	Miller	Madison Media Institute	2702 Agriculture Drive	Madison	WI	53718
Becky	Troy	UW-Platteville - Dept. of Comm Tech	1 University Plaza	Platteville	WI	53818
Dorothy	Thompson	UW Richland	1200 Highway 14 West	Richland Center	WI	53581

**Narrative Description of Initiatives Undertaken During this Reporting Period:**

**Fruit Broadcasting, LLC - WRCO AM & FM RADIO**

1900 Highway 14 East  
Richland Center WI 53581  
608-647-2111

Fruit Broadcasting, LLC General Manager Ron Fruit and Office Manager Beth Fruit represented WRCO AM/FM Radio at two job fairs hosted by the Wisconsin Broadcasters Association. The first was held in January 21, 2015 in Madison, Wisconsin and the other June 17, 2015 in Wisconsin Dells, Wisconsin. WRCO broadcast :60 promotional announcements advertising the fairs.

Fruit Broadcasting, LLC General Manager Ron Fruit and Office Manager Beth Fruit represented WRCO AM/FM Radio in the continuing education workshops sponsored by the Wisconsin Broadcasters Association on hiring and employment rules. At the annual WBA winter convention January 21, 2015, the Fruits attended "Avoiding Discrimination in Employment Terminations." On July 15, 2015, Beth Fruit participated in a webinar (scheduled after the regular EEO session was canceled in June) "Navigating the FCC's EEO Rules and Policies – A Guide for Broadcasters."

Fruit Broadcasting, LLC provided a \$500 scholarship to a graduating senior at Richland Center High School to encourage a career in broadcasting. The winner of the scholarship was Landen Moore who has been active in forensics in Radio Speaking and theater work at Richland Center High School. Landen was chosen for the scholarship by the staff at Richland Center High School for his work, attitude and ability. Landen also was granted internship opportunities for news reporting.

Fruit Broadcasting, LLC / WRCO AM & FM Radio also participated in the Wisconsin Broadcasters Association Foundation's scholarship program. Participation included a monetary contribution, promotion of the scholarship with on-air broadcasts and distribution of applications to potential applicants. Ron Fruit also participated as a evaluator of the applications for the scholarship.

Fruit Broadcasting, LLC / WRCO AM & FM Radio also provided an opportunity for internship experiences. Landen Moore and Evan Manning, both local high school graduates interested in a broadcasting career, were given the chance to work news shifts and create news reports for broadcast on the station. Alli Parker, a Public Relations and Social Media Major at UW Platteville was also hired for a summer paid internship to work in station community service projects for the summer including the annual WRCO Walk with Grace Charity Auction.

Fruit Broadcasting, LLC / WRCO AM & FM Radio offers the Richland School District, Riverdale Schools, the River Valley School District and Ithaca School District job shadowing experiences for students interested in broadcasting as a career. Participating students are given a chance to spend two hours watching different station employees complete a variety of tasks and also to try their hand at recording in the studio.

Ron Fruit was a guest speaker and presented for the Kids Career Day hosted by UW Richland on May 20, 2015. Fruit spoke about the value of radio and the opportunities for careers in broadcasting. Students from both the Richland School District and Riverdale participated. Students were also given a chance to record a radio commercial.

WRCO AM & FM broadcast a regular series of announcements, one per week on each station with the following information: WRCO Radio is looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at WRCO, please contact us at 608-647-2111, visit us at 1900 Highway 14 East, Richland Center, or send an email from our website at [wrco.com](http://wrco.com). WRCO is an Equal Opportunity Employer.